issue 10-73

Shadow Mountain Club

Sun Spots

PALM DESERT, CALIFORNIA

TO FELLOW CLUB MEMBERS

The weekend of October 12, 13 and 14th inclusive inaugurates the 15th Season for our Club and there is much to be anticipated. Frankly, motor car manufacturers and politicians have usurped those several wonderful descriptive adjectives such as "new look" — "going forward," etc.; what we have to say, therefore, concerning the refurbishing and structural upgrading of Shadow Mountain Club may sound repititious. Our Club will, indeed, open the new Season with a fresh and exciting new look and we are "going forward."

The Club bulletin, just placed in the mail, amplifies this program graphically. Many members visiting the Club are functioning as sidewalk superintendents during these final weeks of refurbishing and their reactions are most gratifying. The membership is familiar with the fact that the Stockholder Membership Group, at their annual meeting last April, gave unanimous approval to a reorganization of Shadow Mountain Club. In brief retrospect, it is a regrettable fact that our Club has drifted towards stagnation during the past two or three years. The substantial operating losses attest to this. Even more important was the challenging fact that the membership as a whole had become less and less enthusiastic about their Club and utilized the facilities less frequently.

COMMUNITY GROWTH

Paralleling this, the Palm Desert community and the adjacent area, was exploding with growth and activity and resultant increased property values. The new board of five directors, referred to above, responded quickly to the challenge of revitalizing Shadow Mountain Club. This program involved four stages, and most emphatically, the final program does not represent singly the opinions of the five directors. Many suggestions including criticism from the total membership extending back many months, in a sense, has dictated the program which was activated early in mid-June and which will be in complete readiness for the mid-October opening. Furthermore, the small board of five has enlisted and enjoyed the counsel of the Advisory Board of Governors of 21, which was authorized at the same April Shareholders' Meeting.

THE FOUR STAGES

1. Fact-finding and study of past operations including the functioning of comparable club in Coachella Valley and Southern California.
2. Determining a final program of practical and needed construction and refurbishing. The development of a budget to accomplish this program, including the means of financing.
3. Activating this program, including supervision to completion before the Season's opening.
4. Operating policies. Development of a Club activity program, both social and recreational, to merit the members' whole-hearted utilization of Club facilities and to find management thoroughly qualified to administer this program.

It would seem logical to report the untiring efforts of your Board of Directors! It is fact — this board has met 3 to 5 times weekly throughout these several months and many of these meetings have extended from 3 to 4 hours. This has included extended trips to select and shop for new equipment in Los Angeles and study the operations of Coastal clubs. It may be of interest to you to know that not one dime of expense account or mileage will be reimbursed to any Board member and as of today, no Board member has had as much as one free cup of coffee from the Club during these several months. In short — your Club has a dedicated and determined Board of Directors.

NEW FACILITIES TOTAL ELEVEN!

Here is a brief resume of the refurbishing and new facilities being readied to create a New Shadow Mountain Club:

1. A smart and dignified new Club entrance.
2. Reconstruction of dining room to include gourmet open grill. This open kitchen incorporates walnut, brass and black iron. This program includes lowering of south windows to permit a full view across the golf course towards the Santa Rosa Mountains, which will be lighted at night.
3. Variable Shoji screens to reduce dining room area and to create an intimate supper-room for less active nights.
4. COMPLETE NEW SOUND SYSTEM.
5. Reconstruction of Terrace Grill and former Cocktail Lounge to create a colorful and larger new lounge. This room has a lighter decor including bright carpeting, walls of crystal white and mosaics.
6. Arts and Crafts Terrace. The long inactive cabanas, east of the pool, have been reconstructed to provide workshops for individual artistic and hobby groups. This includes the Palette Club, ceramics, lapidary and manual hobbies.
7. New ladies and men's Sports Shop for your shopping convenience and pleasure, constructed adjacent to the Clubhouse proper. Dottie Wilson — lessee.
8. The former Sport Shop location, west of the pool, has been converted into a ladies private card room. It incorporates exciting new decor.
9. Creation of an intimate poolside Cocktail Lounge.
10. Three Championship Tennis Courts — refitted with green plastic sidewalls.
11. Crockett's Farm — This will delight children of all ages from 5 to 105. A fenced enclosed area adjacent to the Children's Playground stocked with pet rabbits, chickens, and what have you — and manned by Betty Crockett.

NEW OPERATING POLICIES

Enclosed you will find a Legend Sheet comparing initiation fees and dues of other clubs in Coachella Valley and two seasonable beach clubs on the coast. It is urged that you compare these initiation fees and annual dues in relation to your Club. Please bear in mind Shadow Mountain Club is subject to the same identical items of general overhead; this makes reference to insurance, taxes, labor, utilities, supplies and food. NO CLUB included in this Legend provides such complete and varied facilities for its members as Shadow Mountain Club and SMC is the only Club having functioning facilities for every age group. You will note that Shadow Mountain Club has substantially less initiation fees and annual dues. A thorough study of the operating budget for the coming year has been accomplished and the dues structure for the new year is being adjusted to conform to this budget. This involves a dues increase of $2.50 per month for members having residence in Coachella Valley and $1.50 per month for other classifications.

GRATUITIES

The matter of gratuities was reviewed at the total Club Membership Meeting held at the Club, Saturday, May 12th. It was suggested and recommended that gratuities be restricted to an established percentage as is the practice of most fine clubs across the Nation including the major clubs in this area. This proposal was unanimously approved and applauded. The policy effective for the new Season will be as follows:

15% Gratuity on Food Checks.
10% Gratuity on Bar Checks.

MANAGEMENT

The problem of competent and professional management is common to private club of every character across the Nation. Management has admittedly been a serious problem at Shadow Mountain Club. Following several months survey, the Board of Directors has employed a man of broad and successful experience in this field. It is a pleasure to report the employment of Mr. Paul Loeber, general manager of Shadow Mountain Club.

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GUEST CARD ABUSE

The Newsletter forwarded to all members in mid-August, reported findings concerning Guest Card abuse. The reckless abuse of the Guest Card privileges if continued, could destroy Shadow Mountain Club and with that would go the potential of the Club's future, including the value of all individual Club memberships. Surely no member enjoys or appreciates hearing someone say "Why should I join Shadow Mountain Club when I can always get in with a guest card." We have all heard that many times. The facilities of your Club are being wonderfully improved for the new Season and it merits financial support as dues-paying members of those electing to enjoy these facilities. This does not mean that members will be denied the prilege of entertaining personal friends at Shadow Mountain Club. There is proof, however, of gross abuse of the Guest Card privileges and this is being eliminated for the future. We are confident that most of the individuals or families who have thoughtlessly taken advantage of repeated guest card privileges will make application for membership when they realize the importance and equity of dues-paying support. The Guest Card privilege will be diplomatically but firmly administered this season. Members will register and will also Register the Name and Address of all guests upon entering the Club. Your cooperation in making this policy function will be thoroughly appreciated.

NOW FOR THE NEW SEASON!

Enthusiasm for the re-birth of Shadow Mountain Club is already evidenced and you will immediately sense a new Club spirit. Final appraisal of the accomplishment or failure of a reorganized and revitalized Shadow Mountain Club will be reflected by the degree of success which the Club enjoys during the forthcoming season. We firmly believe it will be more functional with resultant improved service to the membership plus accompanying operating economies. This has been the objective of your Board's every decision. Great care has been taken to find management who would give assurance of quality in both service and food comparable to other high-class Clubs.

SUMMARY:

To a major degree, Shadow Mountain Club has now been upgraded physically. Membership enjoyment and participation can make it one of the most envied Clubs in the West. Please remember — when the goal of 200 new members has been accomplished, the initiation fee, including tax, will be increased to $600. The initiation fee could be and should be a minimum of $1,000 within 2 years. (Reference is again made to fees of other clubs). This is not dreaming — it could be FACT and COLLECTIVELY WE CAN MAKE IT SO. LET US TEAM TOGETHER TO ACCOMPLISH THIS OBJECTIVE.

With pleasure the Board of Directors and the Board of Governors submit for your enjoyment a REVITALIZED SHADOW MOUNTAIN CLUB.

SHADOW MOUNTAIN CLUB

Clifford W. Henderson, President

Again Season's Opening . . .

October 12, 13, 14

IT'S SUN TIME! IT'S FUN TIME!
YES IT'S GOOD HEALTH TIME!
AND GOOD FELLOWSHIP TIME!
AT SHADOW MOUNTAIN CLUB!

SCOOP! . . . STOP THE PRESSES . . . SCOOP!

GEORGE LIBERACE

HIS SCINTILLATING VIOLIN AND ORCHESTRA

Will provide music for the three nights opening and Sunday Fashion Show!

DANCING AND SHOW NUMBERS

No Increase In Tariff!